



WXYZ

ORDER

Print Date 08/30/12

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Flight Dates **09/03/12-09/09/12**

Contract / Revision **302813 /**

Original Date / Revision
06/26/12 08/30/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

The People Should Decide | Detroit

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **903909**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	55	\$34,871.25	\$41,025.00	0.00	08/27/12	09/09/12	55	\$34,871.25	\$41,025.00
Totals	55	\$34,871.25	\$41,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/03/12	09/07/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	111-1--	:30	4	\$425.00	P-4	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	111-1--		4				\$425.00		0.00			
N 2	WXYZ	09/05/12	09/07/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--111--	:30	3	\$700.00	P-4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--111--		3				\$700.00		0.00			
N 3	WXYZ	09/03/12	09/06/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-1---	:30	3	\$450.00	P-4	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **302813** Flight Dates **09/03/12-09/09/12**

Hiatus Dates

Original Date / Revision 06/26/12/ 08/30/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **903909**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/03/12	09/06/12	12p Noon News 12n-1p	CM	12-1pm M-F	11-1---	:30	3	\$450.00	P-4	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-1---					3	\$450.00		0.00			
N 4	WXYZ	09/04/12	09/06/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-111---	:30	3	\$700.00	P-4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-111---					3	\$700.00		0.00			
N 5	WXYZ	09/03/12	09/07/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11111--					5	\$350.00		0.00			
N 6	WXYZ	09/03/12	09/07/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11111--					5	\$650.00		0.00			
N 7	WXYZ	09/03/12	09/07/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11111--					5	\$650.00		0.00			
N 8	WXYZ	09/08/12	09/08/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$250.00		0.00			
N 9	WXYZ	09/08/12	09/08/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
N 10	WXYZ	09/08/12	09/08/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$300.00		0.00			
N 11	WXYZ	09/09/12	09/09/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$250.00		0.00			
N 12	WXYZ	09/09/12	09/09/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$325.00	P-4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$325.00		0.00			
N 13	WXYZ	09/09/12	09/09/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$300.00		0.00			
N 14	WXYZ	09/03/12	09/06/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11-1---					3	\$800.00		0.00			
N 15	WXYZ	09/03/12	09/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	111----	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	111----					3	\$900.00		0.00			



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Hiatus Dates

Original Date / Revision 06/26/12/ 08/30/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **903909**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	09/03/12	09/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	111----	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	111----					3	\$900.00		0.00			
N 16	WXYZ	09/04/12	09/07/12	7p News M-F 7-730p	CM	7-730pm M-F	-1-11--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-1-11--					3	\$900.00		0.00			
N 17	WXYZ	09/09/12	09/09/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S					1	\$700.00		0.00			
N 18	WXYZ	09/04/12	09/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	11----	:30	2	\$225.00	P-4	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-11----					2	\$225.00		0.00			
N 19	WXYZ	09/09/12	09/09/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S					1	\$500.00		0.00			
N 21	WXYZ	09/03/12	09/07/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	1111--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	1111--					5	\$700.00		0.00			
N 22	WXYZ	09/04/12	09/06/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-1-1---	:30	2	\$1,400.00	P-4	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-1-1---					2	\$1,400.00		0.00			
N 29	WXYZ	09/08/12	09/08/12	ABC College Ftbal 330-7p Mich vs. Air Force	CM	330-7pm	-----S-	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-					1	\$8,000.00		0.00			
Totals														55	\$41,025.00